

WHAT IS CLAIMED IS:

1. A method for providing advertisements with other media comprising:
  - selecting an object within a viewing
  - 5 plane of a viewing device;
  - reading metadata associated with the object; and
  - selecting an advertisement based on the metadata.
2. The method of claim 1 further comprising displaying the advertisement on the viewing device.
3. The method of claim 1 wherein the selecting of the object is based on user input.
4. The method of claim 1 further comprising receiving the metadata.
5. The method of claim 4 wherein the metadata is received within other media.
6. The method of claim 4 wherein the metadata is received on a broadcast channel on which other media is also received.
7. The method of claim 4 wherein the metadata is received on a separate broadcast channel from other media.
8. The method of claim 1 further comprising storing the metadata.

9. The method of claim 8 wherein the metadata is stored on a single storage device.

10. The method of claim 8 wherein the metadata is stored on a plurality of storage devices.

11. The method of claim 1 further comprising receiving the advertisement.

12. The method of claim 11 wherein the advertisement received is received within other media.

13. The method of claim 11 wherein the advertisement is received on a broadcast channel on which other media is also received.

14. The method of claim 11 wherein the advertisement is received on a separate broadcast channel from other media.

15. The method of claim 1 further comprising storing the advertisement.

16. The method of claim 15 wherein the advertisement is stored on a single storage device.

17. The method of claim 15 wherein the advertisement is stored on a plurality of storage devices.

18. A method for providing advertisements  
5 with other media comprising:  
receiving metadata;  
reading metadata;

selecting an advertisement based on the  
metadata; and  
displaying the advertisement.

19. The method of claim 18 wherein the  
metadata received is received within other media.

20. The method of claim 18 wherein the  
metadata is received on a broadcast channel on which  
other media is also received.

21. The method of claim 18 wherein the  
metadata is received on a separate broadcast channel  
from other media.

22. The method of claim 18 further  
comprising storing the metadata.

23. The method of claim 22 wherein the  
metadata is stored on a single storage device.

24. The method of claim 22 wherein the  
metadata is stored on a plurality of storage devices.

25. The method of claim 18 further  
comprising receiving the advertisement.

26. The method of claim 25 wherein the  
advertisement is received within other media.

27. The method of claim 25 wherein the  
advertisement is received on a broadcast channel on  
5 which other media is also received.

28. The method of claim 25 wherein the metadata is received on a separate broadcast channel from other media.

29. The method of claim 18 further comprising storing an advertisement.

30. The method of claim 29 wherein the advertisement is stored on a single storage device.

31. The method of claim 29 wherein the advertisement is stored on a plurality of storage devices.

32. A method for providing advertisements with other media comprising:

reading metadata;  
downloading an advertisement based on  
5 the metadata; and  
displaying the advertisement.

33. The method of claim 32 wherein the metadata contains a source address.

34. The method of claim 33 wherein the source address is a Uniform Resource Locator.

35. The method of claim 33 wherein the source address is a telephone number.

36. A method for providing information about a metadata-selected advertisement comprising:

5 monitoring the metadata-selected advertisement;

collecting data on the metadata-selected advertisement; and  
recording the data.

37. A system for providing advertisements with other media comprising:

a receiver that receives metadata;  
a user input device that receives a user  
5 input; and

a processor that selects an object, that reads metadata associated with the object, that selects an advertisement based on the metadata of the object, and that causes the advertisement to be displayed.

38. The system of claim 37 wherein the processor selects the object based on the user input.

39. The system of claim 37 wherein the receiver also receives other media.

40. The system of claim 37 wherein the receiver receives the metadata on a broadcast channel on which the receiver also receives other media.

41. The system of claim 37 wherein the receiver receives the metadata on a different broadcast channel from other media.

42. The system of claim 37 further comprising a storage unit that stores metadata.

43. A system for providing advertisements with other media comprising:

a receiver that receives metadata; and

a processor that reads the metadata,  
that selects an advertisement based on the metadata,  
and that causes the selected advertisement to be  
displayed.

44. The system of claim 43 wherein the  
receiver also receives other media.

45. The system of claim 43 wherein the  
receiver receives the metadata on a broadcast channel  
on which the receiver receives other media.

46. The system of claim 43 wherein the  
receiver receives metadata on a different broadcast  
channel from other media.

47. The system of claim 43 further  
comprising a storage unit that stores the metadata.

48. A system for providing advertisements  
with other media comprising:

a receiver that receives metadata; and  
a processor that reads the metadata,  
5 that causes an advertisement to be downloaded based on  
information contained in the metadata, and that causes  
the advertisement to be displayed.

49. The system of claim 48 wherein the  
receiver also receives other media.

50. The system of claim 48 wherein the  
receiver receives the metadata on a broadcast channel  
on which the receiver also receives other media.

51. The system of claim 48 wherein the receiver receives metadata on a different broadcast channel from other media.

52. The system of claim 48 further comprising a storage unit that stores the metadata.

53. A system for providing information about a metadata-selected advertisement comprising:

a receiver that receives data relating to metadata-selected advertisements;

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a processor that monitors the metadata-selected advertisements, that collects the data relating to the metadata-selected advertisements, that causes the data to be recorded; and

a storage device that stores the data.